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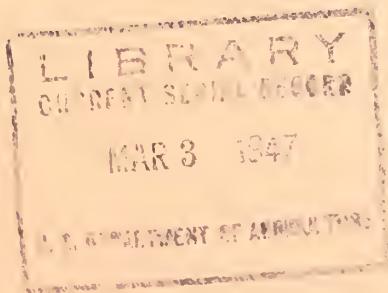


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ECD/SA  
1946

# OUTLOOK CHARTS

FARM  
FAMILY  
LIVING



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

DECEMBER 1945



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## INTRODUCTION

How many farm families have low incomes? How did incomes change during the war? What's been happening and what is going to happen to prices for food, clothing, furnishings? How have wartime shortages affected family living? What causes families to spend the way they do?

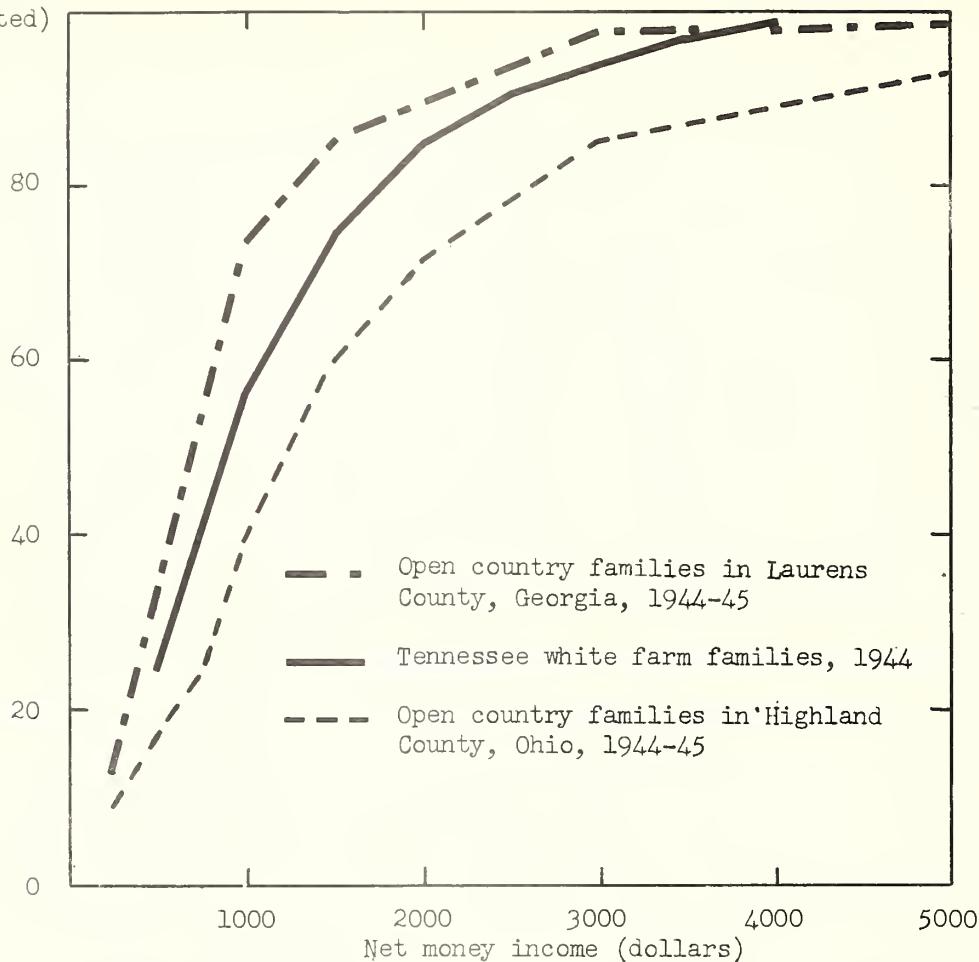
Complete statistical answers cannot be given to all these and similar questions, but factual evidence can be found which gives us some clues. They can be used to check our individual experience of what has happened to income, prices, food, clothing and housing during the war.

Evidence has been drawn from various sources: from sample studies of income and expenditures made by the Bureau of Human Nutrition and Home Economics; from the Bureau of Agricultural Economics; and from publications of other government agencies--the Department of Labor, the Department of Commerce, and the War Production Board. The facts have been presented in chart form, so that as sharp and clear impressions as possible may be gained of changes in income and prices, of home produced food, home canning and enrichment as factors in improving diets; of where clothing shortages have been most strongly felt; of developments with respect to housing.

Many charts of interest to consumers as well as to agricultural producers may also be found in the 1946 Agricultural Outlook chart book prepared by the Bureau of Agricultural Economics.

A 1  
MANY RURAL FAMILIES HAVE LOW INCOMES

Percentage  
of families  
(cumulated)



Studies made by the Bureau of Human Nutrition and Home Economics show that in spite of wartime prosperity many families in rural areas still have low incomes. Of white families living on Tennessee farms almost three-fifths had net money incomes of \$1,000 or less in 1944. Almost one-fourth had incomes of \$500 or less. In Laurens County, Georgia, almost three-fourths of the families living in open country had net money incomes of \$1,000 or less in 1944-45 and almost a third had incomes of \$500 or less. Incomes are somewhat higher in Highland County, Ohio. More than three-fifths of the families living in open country had incomes over \$1,000, less than one-fifth had incomes under \$500.

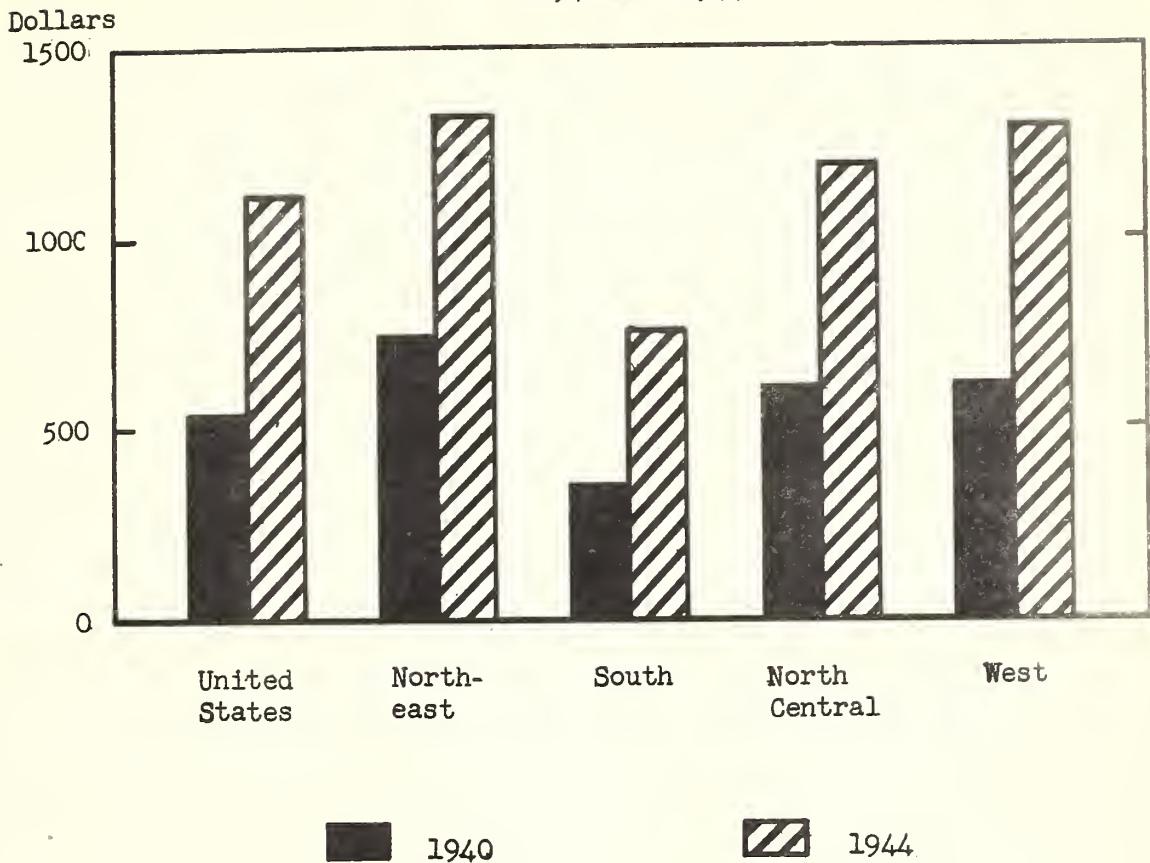
Income distributions of farm families

Annual net money income (dollars)	Percentage of families having less than specified income in -		
	Tennessee 1/	Laurens County, Georgia 2/	Highland County, Ohio 2/
		Percent	Percent
250.....	-	13.6	8.9
500.....	24.2	31.4	17.2
750.....	-	56.8	24.1
1,000....	56.0	73.8	39.3
1,500....	74.2	84.8	60.0
2,000....	84.4	89.0	71.7
2,500....	90.4	-	-
3,000....	94.0	97.5	85.5
3,500....	96.6	-	-
4,000....	98.7	-	-
5,000....	-	99.2	93.1

1/ Unpublished data from Study of Adjustments of Rural Families to Economic Change. Covers white families living on farms; income for calendar year 1944.

2/ Unpublished data from Surveys of Food Consumption by Open Country Families in Laurens County, Georgia, and Highland County, Ohio. Income is for a 12-month period between January 1, 1944 and June 30, 1945.

PER CAPITA INCOME, BY REGION  
1940 AND 1944



Although per capita income in the South was lower than in the other regions in 1944 as well as in 1940, the increase of 122 percent between these two years was greater than the increases occurring in any other region. The percentage increase in income was also high in the West.

Per capita income 1/ in 1940 and 1944, and the percentage change in income, by region

Region	Per capita income 1/		Change in income 1940 - 1944
	1940	1944	
	Dollars	Dollars	
United States	575	1,117	94.3
Northeast....	746	1,323	77.3
South.....	342	760	122.2
North Central	605	1,192	97.0
West.....	623	1,209	106.9

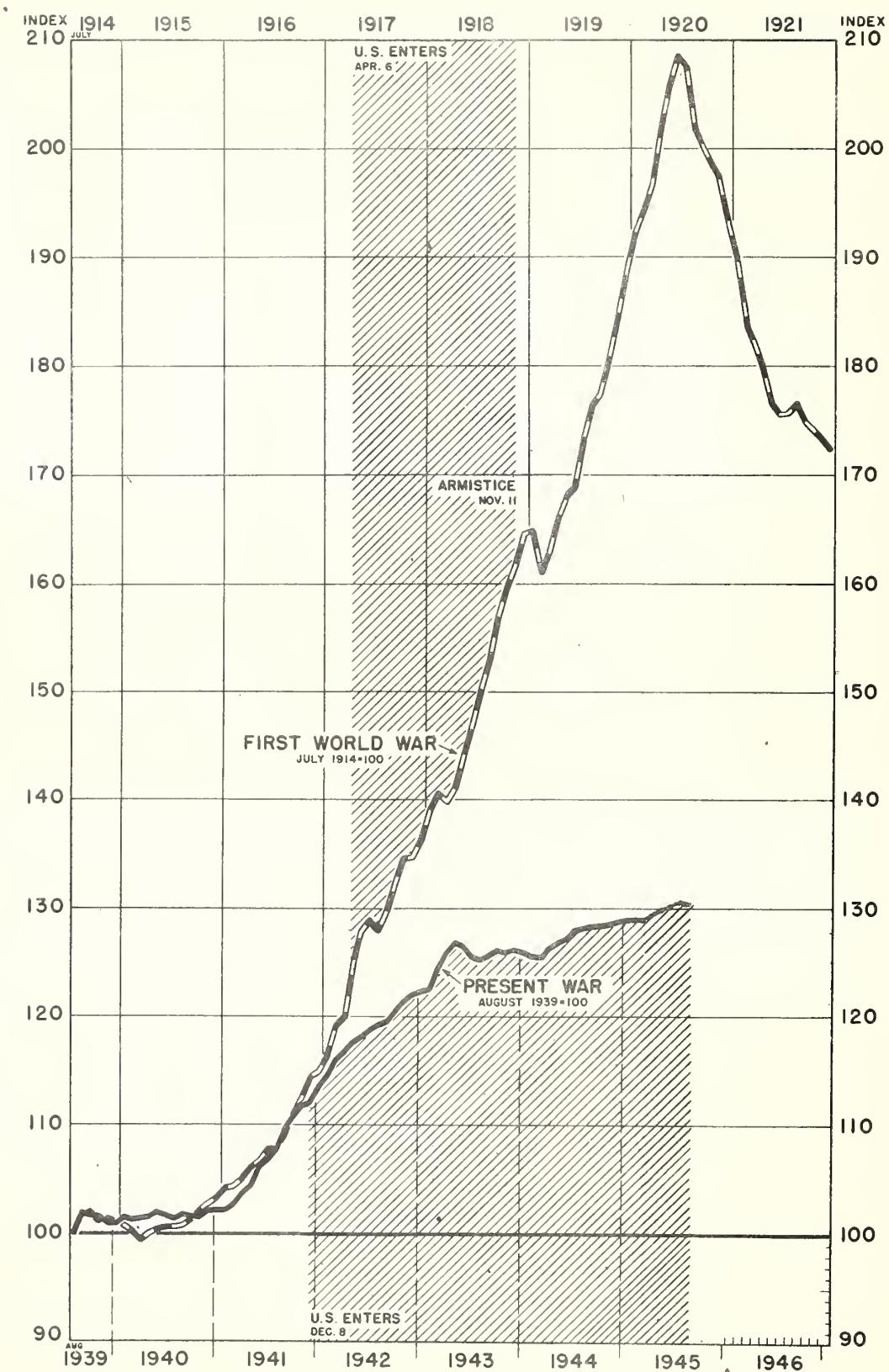
1/ Income payments to individuals.

Source: Department of Commerce.

B 1

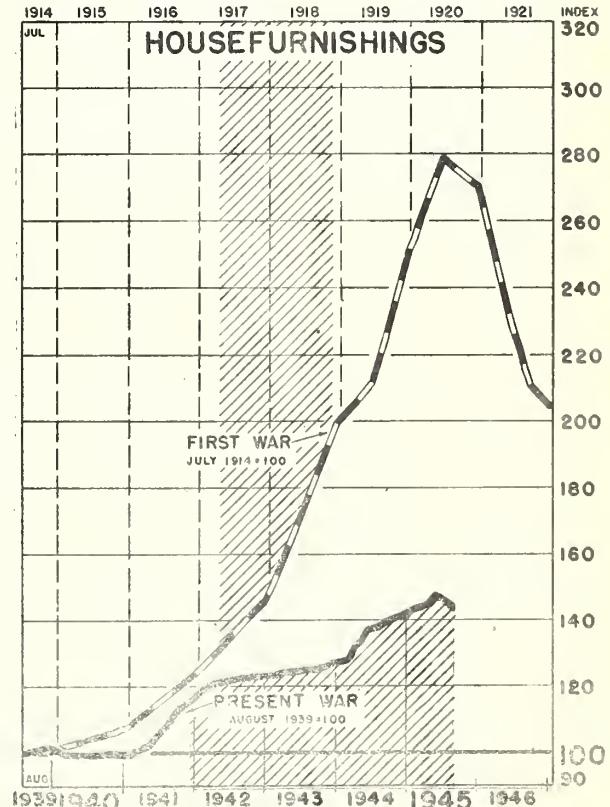
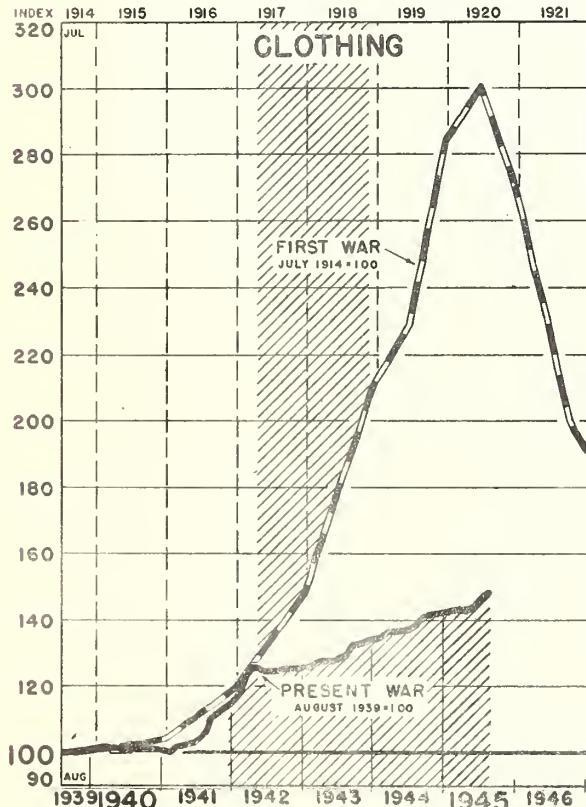
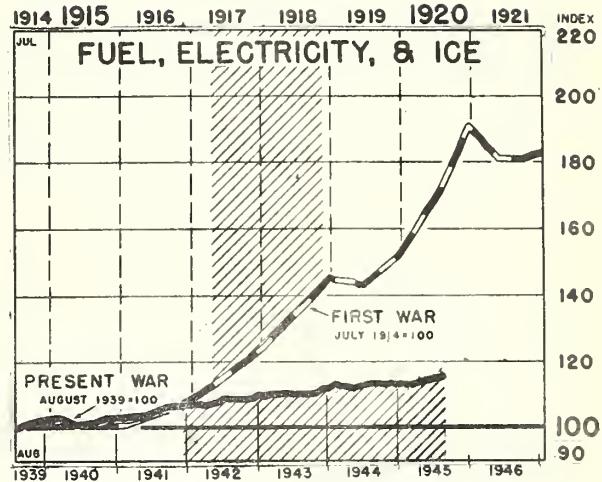
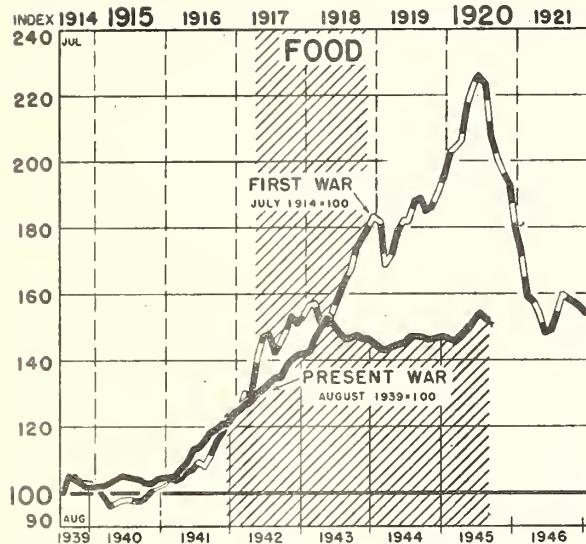
THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

Bureau of Labor Statistics Cost of Living Index



THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

Bureau of Labor Statistics Cost of Living Index



# THE COST OF LIVING IN WORLD WAR I AND WORLD WAR II

War and immediate postwar years have historically been periods of price inflation. Is this also to be true of World War II? The charts prepared by the Bureau of Labor Statistics trace the movements in the cost of living in large cities from July 1914 through December 1921, and compares them with the changes that have taken place since August 1939. Three points stand out strikingly: (1) The similarity of the

World War I and World War II movements up to the end of 1916 and 1941, respectively, (2) the much more rapid rise thereafter in cost of living in World War I than in World War II, (3) the fact that cost of living rose as sharply for a year and a half after the close of World War I as during the war period itself, a rise that was followed by a sharp drop.

## Bureau of Labor Statistics Cost of Living Index Averages for Large Cities in the United States

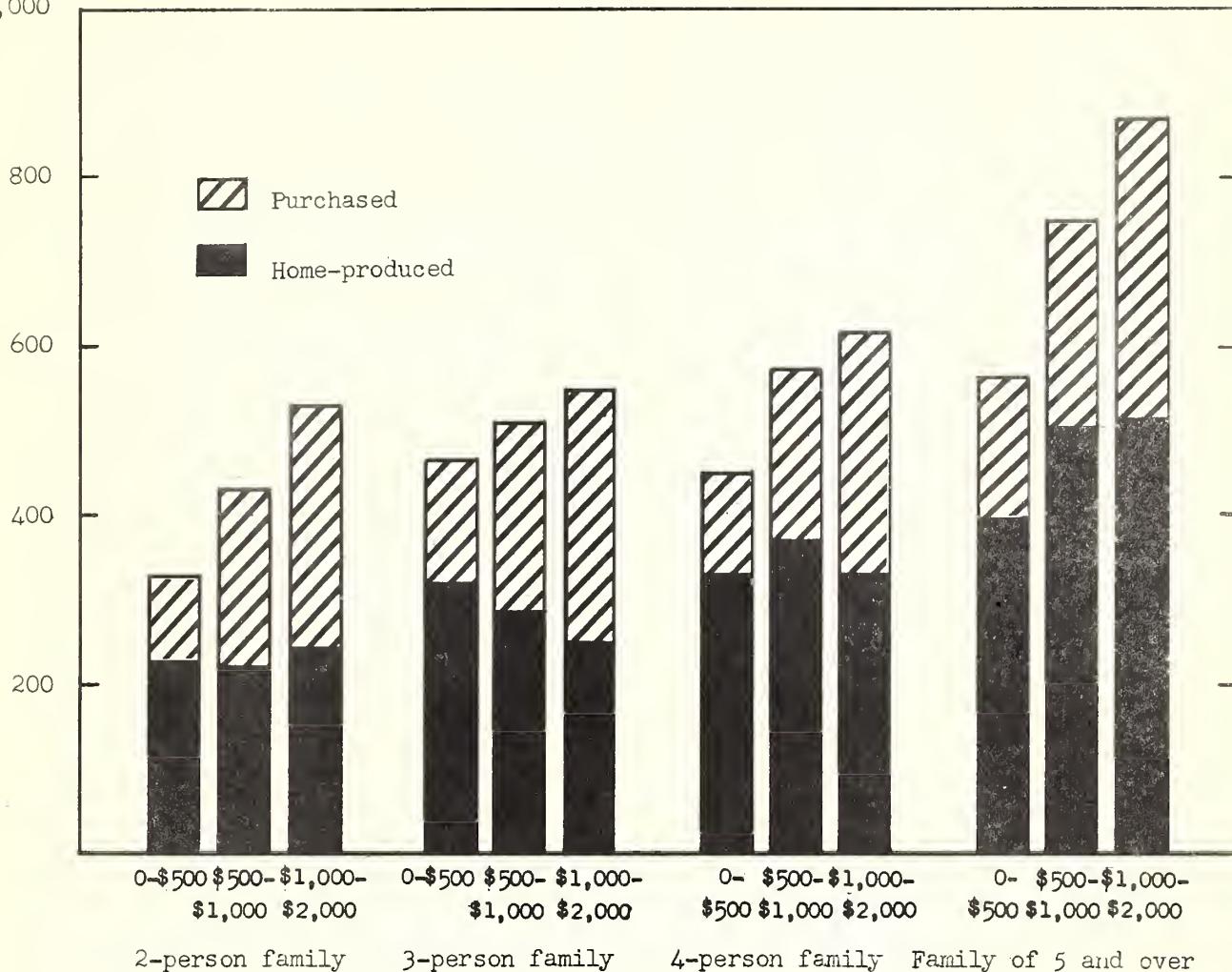
### Index numbers

Year and month	All items	Food	Clothing	House furnishings	Fuel, electricity	Miscellaneous
<b>World War I (July 1914 = 100)</b>						
1914.....	100.1	100.1	100.0	99.8	100.0	99.8
1915.....	101.0	99.0	102.3	104.6	100.3	103.1
1916.....	108.6	111.1	112.2	116.6	104.3	108.3
1917.....	127.7	143.1	134.8	136.2	116.2	125.2
1918.....	149.9	164.5	182.7	175.0	135.2	149.6
1919.....	172.7	183.4	241.7	220.6	146.2	168.5
1920.....	199.8	206.6	288.0	270.7	171.6	193.3
1921.....	177.9	157.0	221.8	227.8	183.0	220.6
<b>World War II (August 1939 = 100)</b>						
1939.....	100.8	101.8	100.2	100.7	101.5	100.3
1940.....	101.5	103.3	101.4	99.9	102.3	100.7
1941.....	106.7	112.8	106.0	106.7	104.8	103.6
1942.....	118.2	132.5	123.8	121.5	108.1	110.5
1943.....	125.3	147.6	129.3	124.9	110.5	115.4
1944.....	127.3	145.6	138.4	135.6	112.6	120.8
1945 January 15	128.9	146.8	142.6	142.7	112.5	122.8
February 15	128.7	146.0	142.9	143.1	112.8	122.9
March 15	128.6	145.3	143.3	143.6	112.8	123.1
April 15	128.9	146.1	143.7	144.0	112.6	123.3
May 15	129.9	148.5	144.2	144.5	112.8	123.4
June 15	130.8	150.9	145.0	144.9	112.8	123.5
July 15	131.3	151.6	145.3	144.4	114.0	123.7
August 15	131.1	150.7	145.8	144.6	114.2	123.9

Source: U. S. Department of Labor.

VALUE OF PURCHASED AND HOME-PRODUCED FOOD OF RURAL FARM FAMILIES IN 1941  
BY FAMILY SIZE AND INCOME CLASS

Dollars  
\$1,000



For farm families home production of food increases markedly with family size but not with net money income. Expenditures for food increase with income but are little affected by family size.

Value of purchased and home-produced <sup>1/</sup> food of rural farm families in 1941, by family size and income

Money income class	2-person family		3-person family		4-person family		Family of 5 and over	
	Purchased	Home-produced	Purchased	Home-produced	Purchased	Home-produced	Purchased	Home-produced
\$0-\$500.....	\$103	\$230	\$159	\$311	\$123	\$333	\$163	\$397
\$500-\$1,000..	212	225	218	293	204	372	245	501
\$1,000-\$2,000	289	242	294	257	279	333	359	512

<sup>1/</sup> Includes food received as gift, pay, or relief.

Source: Unpublished data from study of Rural Spending and Saving in Wartime.

MONEY VALUE OF HOME-PRODUCED FOOD OF FARM  
FAMILIES IN OHIO AND GEORGIA, BY FOOD  
GROUPS, 1944-45

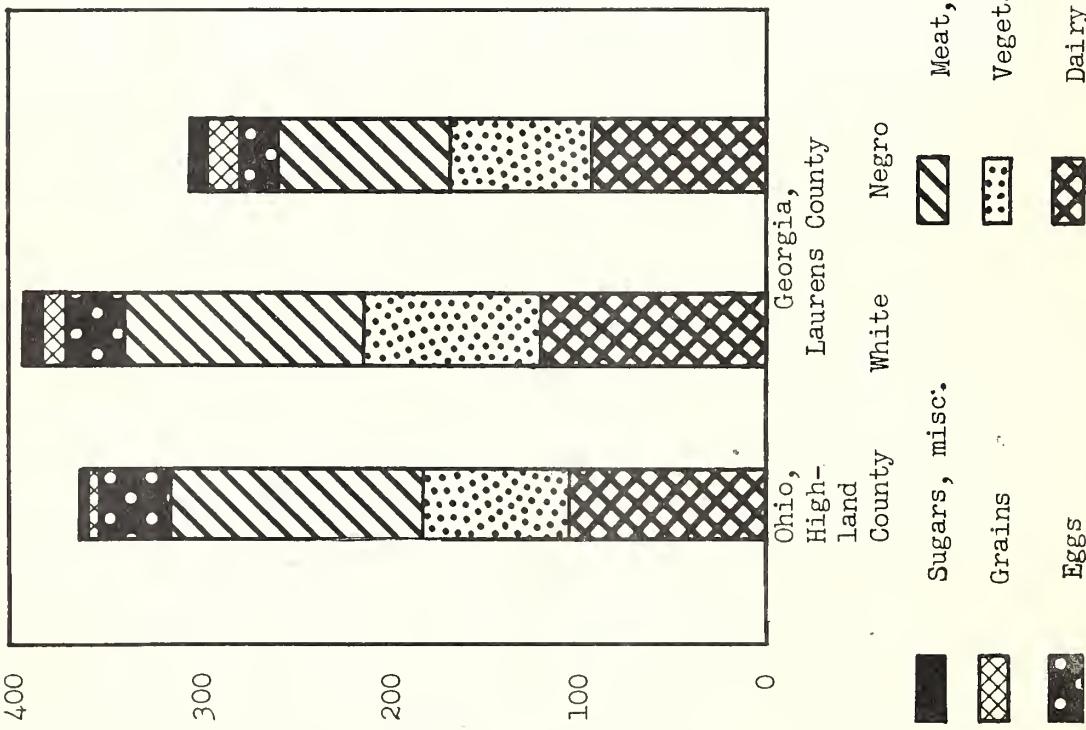
Dollars  
per family  
per year

400

300

200

100



In 1944-45 the annual money value of home-produced food of white farm families in Laurens County, Georgia, was \$397, as compared with \$309 for Negro families; in Highland County, Ohio, the value was \$362. These figures have not been standardized with respect to family size and income. They, as well as region and race may partly explain differences in the reported value of home-produced food.

The value of meats, poultry, and fish was greater in Ohio than in Georgia; whereas that of vegetables, fruits, and of grains and sugars were greater in Georgia. Dairy products as a proportion of the total amounted to about 30 percent in each of the three groups of families.

Money value of home-produced food per family, per year of Ohio and Georgia (white and Negro) farm families, by food groups, 1944-45

Food group	Ohio		Georgia	
	White	Negro	White	Negro
Total	362	397	309	309
Meat, poultry, fish	140	130	90	90
Dairy products	106	120	91	91
Vegetables, fruit	76	92	82	82
Eggs	38	32	21	21
Other	2	23	25	25
Grains	1	14	16	16
Sugars, miscellaneous	1	9	9	9

Source: Unpublished data from Surveys of Food Consumption by Open Country Families in Highland County, Ohio, and Laurens County, Georgia.

- Sugars, misc.
- ▨ Grains
- Eggs
- ▨ Meat, poultry, fish
- ▨ Vegetables, fruit
- ▨ Dairy products

## MORE HOME CANNING MEANS BETTER DIETS FOR FARM FAMILIES

Home-canned  
quarts of food  
per person  
per year

Families with  
good diets

Families with  
fair diets

Families with  
poor diets

North and West white families

40 to 80



80 and over



Southeast white families

40 to 80



80 and over



Each symbol represents 10 percent of the families at each level of home canning.

Home canning increases the likelihood of good diets. In the North and West among farm families that canned 40 to 80 quarts of food per person per year in 1935-36, 44 percent had "Good" diets; when the home canning amounted to 80 quarts and over per person per year 56 percent of the families had "Good" diets. In the Southeast among white families canning 40 to 80 quarts per person per year 48 percent had "Good" diets; the proportion rose to 63 percent when 80 quarts and over were canned per person per year. 100 quarts of home-canned fruits and vegetables per person per year are generally recommended by nutritionists for farm families.

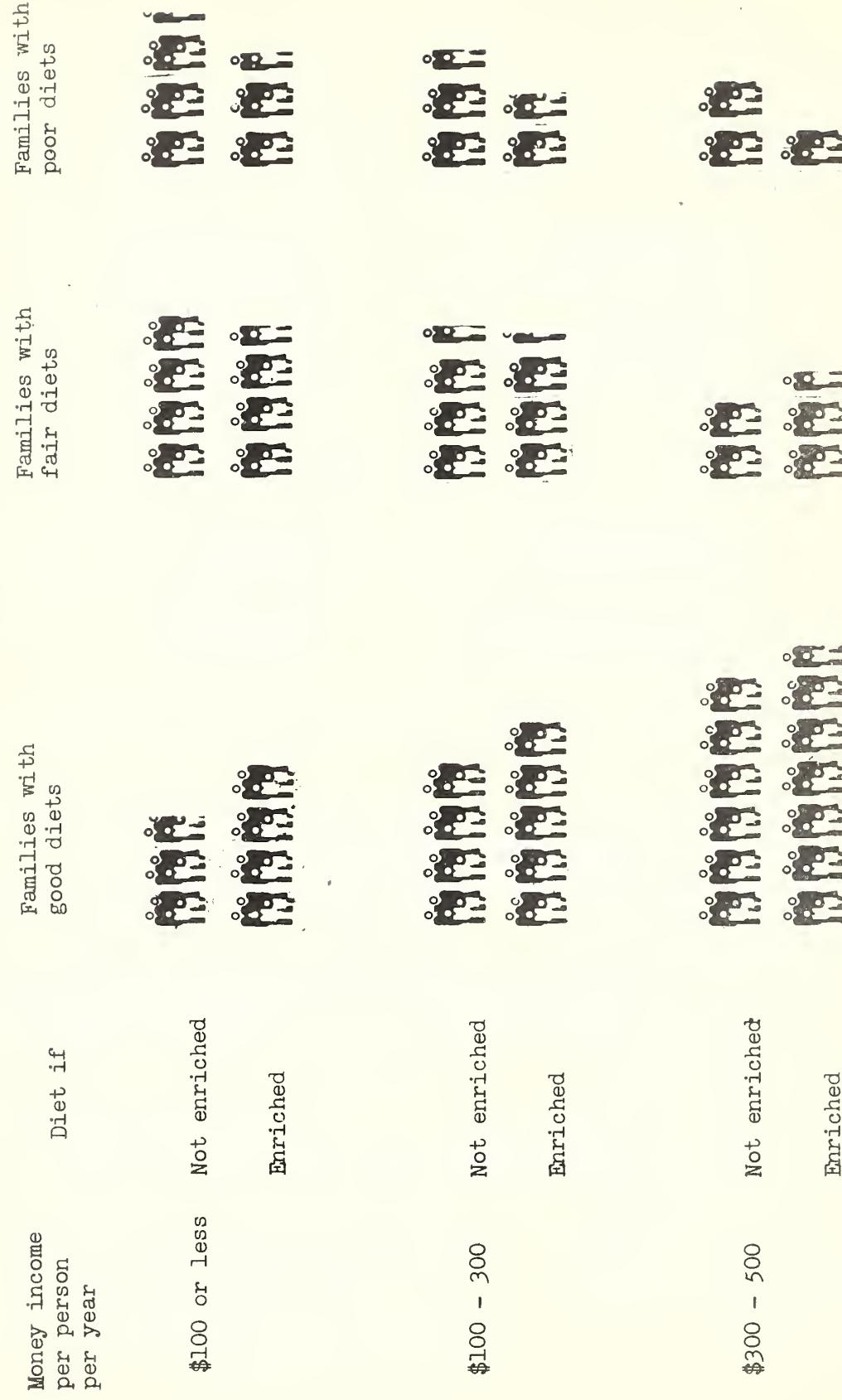
Percentage of farm families having specified quality of diets, by quantity of food canned per capita, 1935-36

Quarts of home-canned food, per capita	Quality of diet 1/		
	Good	Fair	Poor
<u>North and West white families</u>			
40 to 80.....	44	45	11
80 and over....	56	34	10
<u>Southeast white families</u>			
40 to 80.....	48	24	28
80 and over....	63	34	3

1/ A "Good" diet provides the quantities of each nutrient recommended by the National Research Council. A "Fair" diet provides approximately two-thirds of the recommended allowance. A "Poor" diet fails to meet the specifications for a "Fair" diet in one or more nutrients.

Source: Consumer Purchases Study, 1935-36.

ENRICHMENT OF FLOUR AND BREAD MEANS BETTER DIETS FOR FARM FAMILIES  
Southeast White Families



Each symbol represents 10 percent of the families at each income level.

In 1935-36 there was no enrichment of flour and bread but if the present levels of enrichment had been in effect at that time more farm families would have had "Good" diets. The improvement in the diets due to enrichment would have been most marked for low-income families. For Southeast white families with incomes under \$100 per person per year the percentage of families with "Good" diets would have been 40 percent instead of 28 percent had flour and bread been enriched. For those with incomes from \$100 to \$300 per person per year the percentage with "Good" diets would have been 49 percent instead of 39 percent. There would have been a less marked improvement for families having incomes of \$300 to \$500 per person per year, 64 percent having "Good" diets instead of 60 percent. For all incomes the number of "Poor" diets would have decreased if enrichment of the diet had occurred.

Percentage of Southeast white farm families having specified quality of diet, with and without enrichment of flour and bread, by per capita money income, 1935-36

Per capita money income (dollars)	Quality of diet 1/					
	Good		Fair		Poor	
	En- riched	Unen- riched	En- riched	Unen- riched	En- riched	Unen- riched
Under 100.	40	28	34	40	26	32
100 - 300.	49	39	33	37	18	24
300 - 500	64	60	24	20	12	20

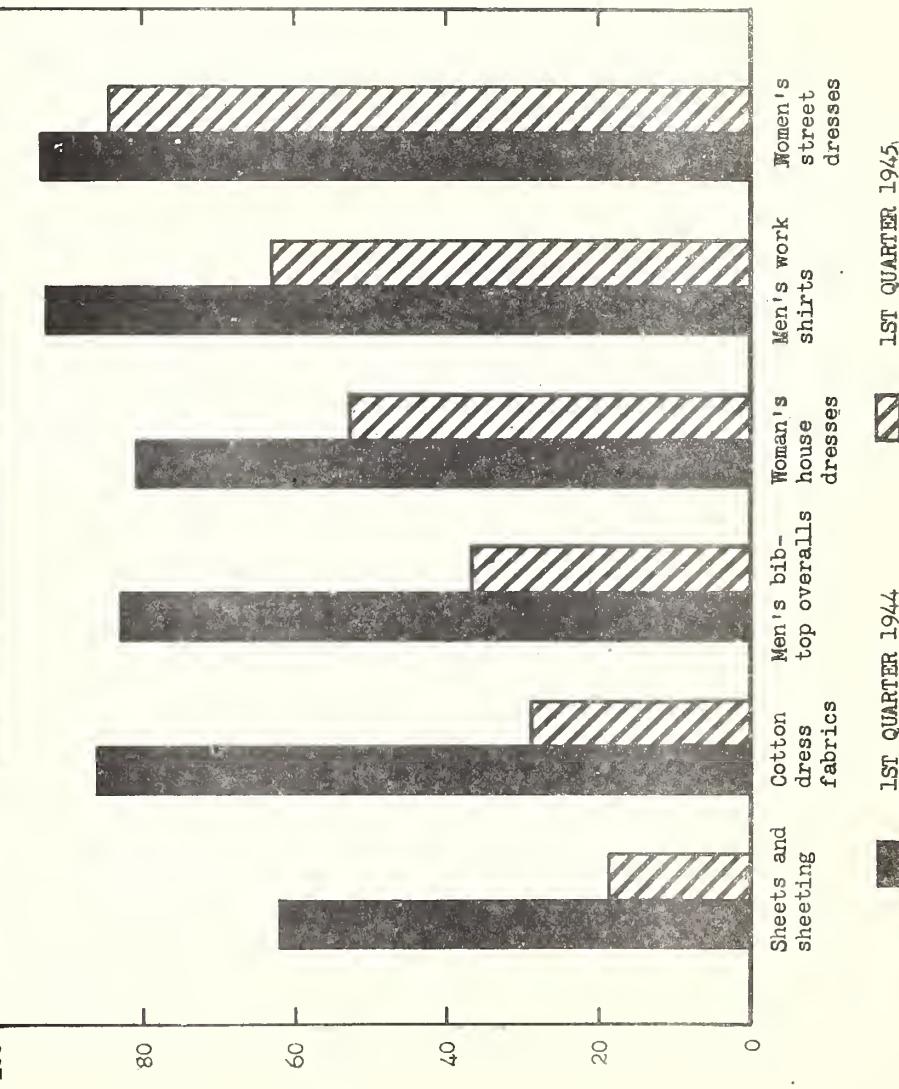
1/ A "Good" diet provides the quantities of each nutrient recommended by the National Research Council. A "Fair" diet provides approximately two-thirds of the recommended allowance. A "Poor" diet fails to meet the specifications for a "Fair" diet in one or more nutrients.

Source: Consumer Purchases Study 1935-36.

D 1

EXTENT TO WHICH FAMILIES WERE ABLE TO BUY TEXTILES AND CLOTHING DEMANDED,  
EARLY 1944 AND 1945, BY SELECTED ARTICLES

Percentage  
of demand  
met



Between the first quarter of 1944 and the first quarter of 1945, the shortage of clothing and textiles increased. It increased more rapidly for some things than for others. In early 1944, housewives were able to find 62 percent of the sheets and sheeting they wanted. A year later, however, only 19 percent of the demand was met. For cotton dress fabrics in the first quarter of 1944, 86 percent of the demand was met; a year later, only 29 percent. Women's house dresses and men's work clothes were likewise much more scarce in early 1945. For boys' corduroy trousers, knickers, and overalls and women's street dresses and woven rayon slips increased shortages occurred, but not to such an extent as for the other things.

Accumulation of unsatisfied needs during the year as well as decreased production may have accounted for the increase in shortages between 1944 and 1945 shown here for various articles, and in the next chart for clothing for different age-sex groups.

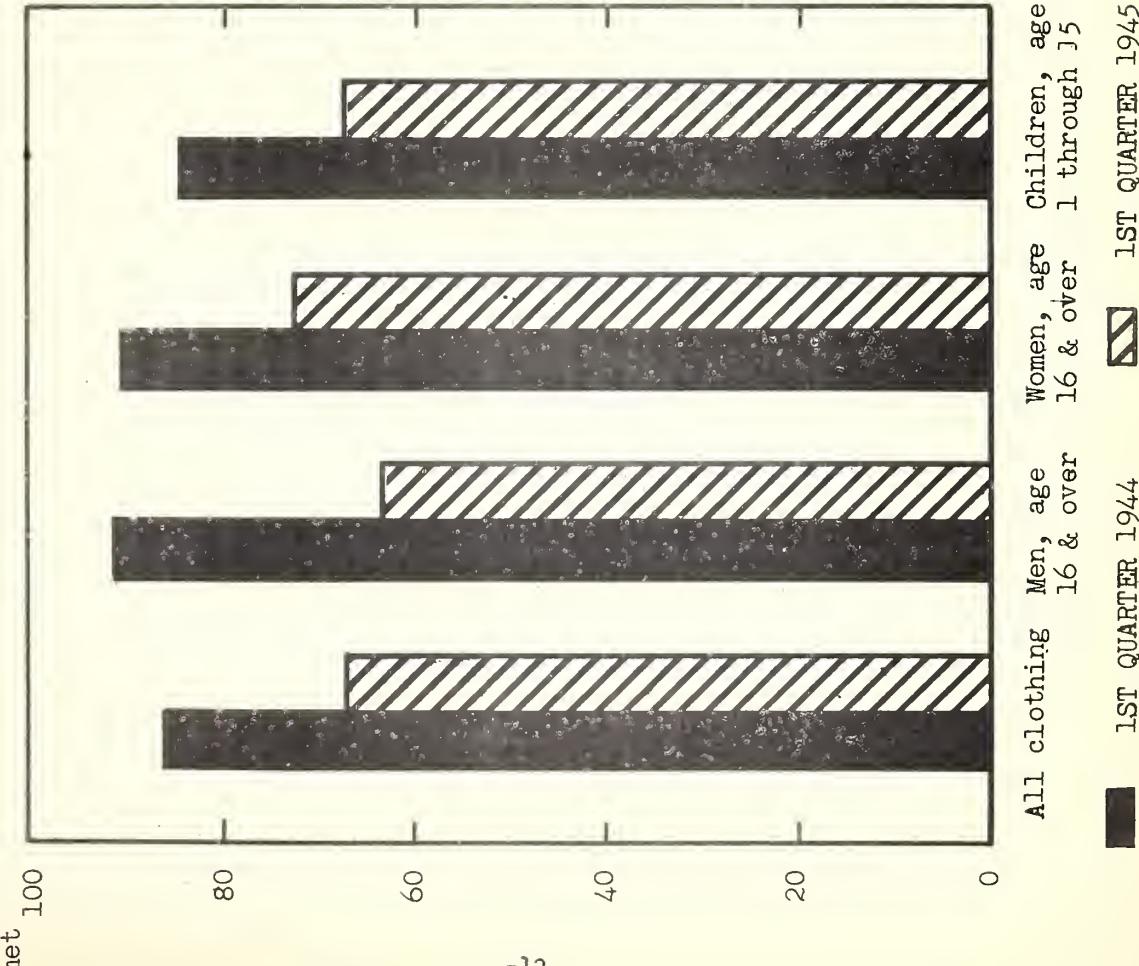
Percentage of demand met - comparable items in 1944 and 1945

Article	1st quarter 1944	1st quarter 1945	Percent
Sheets and sheeting	62	19	
Cotton dress fabrics	86	29	
Men's bib-top overalls	83	37	
Woman's house dresses	81	53	
Men's work shirts	93	63	
Woman's street dresses	23	84	

Source: War Production Board, Civilian Surveys  
Division Bulletin, Series T, No. 18.

EXTENT TO WHICH FAMILIES WERE ABLE TO BUY CLOTHING  
DEMANDED, EARLY 1944 AND 1945, BY DIFFERENT AGE GROUPS

Percentage  
of demand  
met



Clothing supplies for all age and sex groups were more scarce early in 1945 than in early 1944. There was, however, some shift during the year in the relative supplies of clothing available for men, women, and children. Men's clothing supplies became more scarce. In early 1944, 91 percent of the men's clothing wanted was available. In early 1945, however, only 63 percent of the demand could be met. In contrast, mothers attempting to buy children's clothing were able to find 67 percent of what they wanted in early 1945 as compared to 84 percent in early 1944.

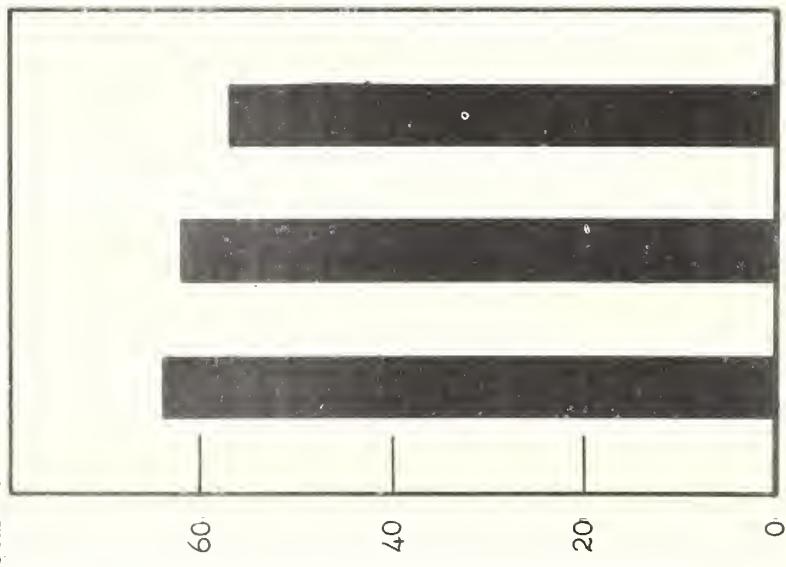
Percentage of demand met - comparable items by age and sex group, in 1944 and 1945

Age and sex group	1st quarter		Percent
	1944	1945	
All clothing.....	86	67	
Men, age 16 and over.....	91	63	
Women, age 16 and over....	90	72	
Children, age 1 through 15	84	67	

Source: War Production Board, Civilian Surveys  
Division Bulletin, Series T, No. 18.

EXTENT TO WHICH FAMILIES WERE  
ABLE TO BUY CLOTHING DEMANDED  
EARLY 1945, BY TYPE OF COMMUNITY

Percentage  
of demand  
met



Early in 1945 success in obtaining clothing was greater in large than small communities. In other words, families in rural farm areas had greatest difficulty in finding the clothing they sought to buy. Farm families far from very large cities got only 57 percent of the clothing they tried to buy. Those in nonfarm areas and communities over 2,500 population, also remote from very large cities, obtained 62 percent and 64 percent, respectively.

Differences in consumer income as well as in supplies in the various areas may have accounted for the differences in the shortages shown here for several types of community and in the next chart for several regions.

Percentage of demand met for clothing in non-metropolitan communities, 1st quarter of 1945

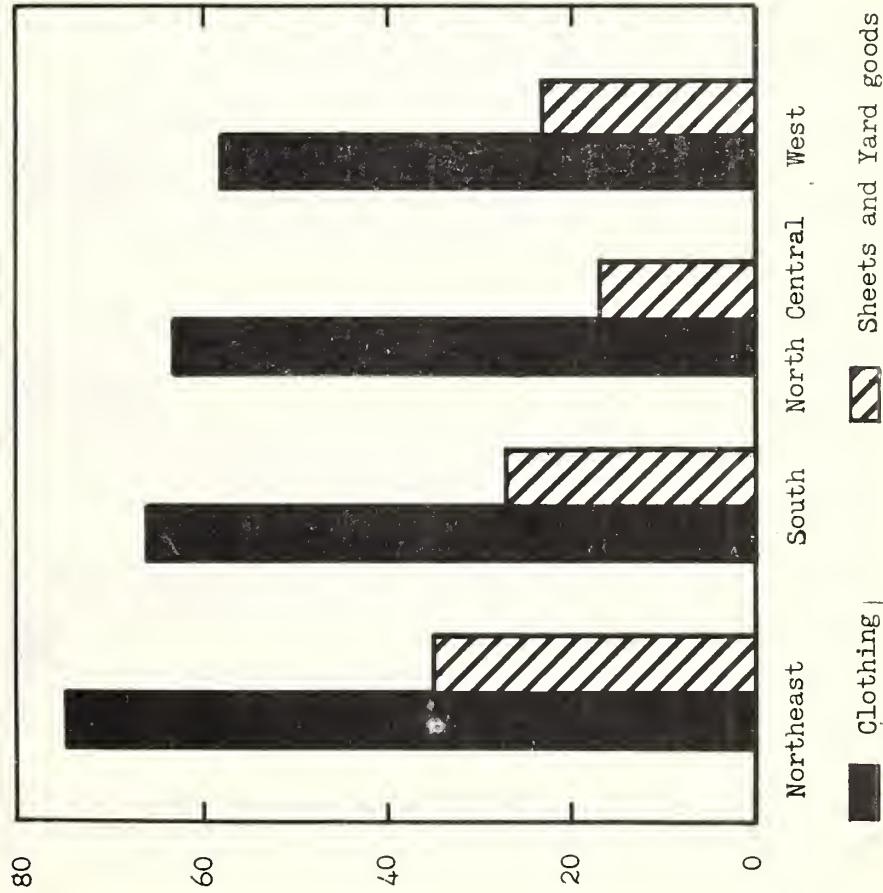
Type of community	Percent
Urban communities, population over 2,500	64
Rural nonfarm areas	62
Rural farm areas	57

Source: War Production Board, Civilian Surveys Division Bulletin, Series T, No. 18.

NON-METROPOLITAN COUNTIES

D 4  
 EXTENT TO WHICH FAMILIES WERE ABLE TO BUY  
 CLOTHING AND TEXTILES DEMANDED, EARLY 1945,  
 BY GEOGRAPHIC REGION

Percentage  
of demand  
met



Early in 1945 families living in the Northeastern section of the United States had less difficulty in obtaining clothing, sheets and yard goods than did those in other regions of the country. Those in the South had somewhat more difficulty in meeting their demand but less than in the North Central and in the West. In the Western States families obtained only 58 percent of the clothing and 23 percent of the sheets and yard goods they tried to buy. The shortage of sheets and yard goods was even greater in the North Central States where only 17 percent of the demand was met.

Percentage of demand met by geographic regions in  
the 1st quarter of 1945

Article	North-East			North-Central	West
	Percent	Percent	Percent	Percent	Percent
Clothing.....	75	66	63	58	58
Sheets and yard goods.....					

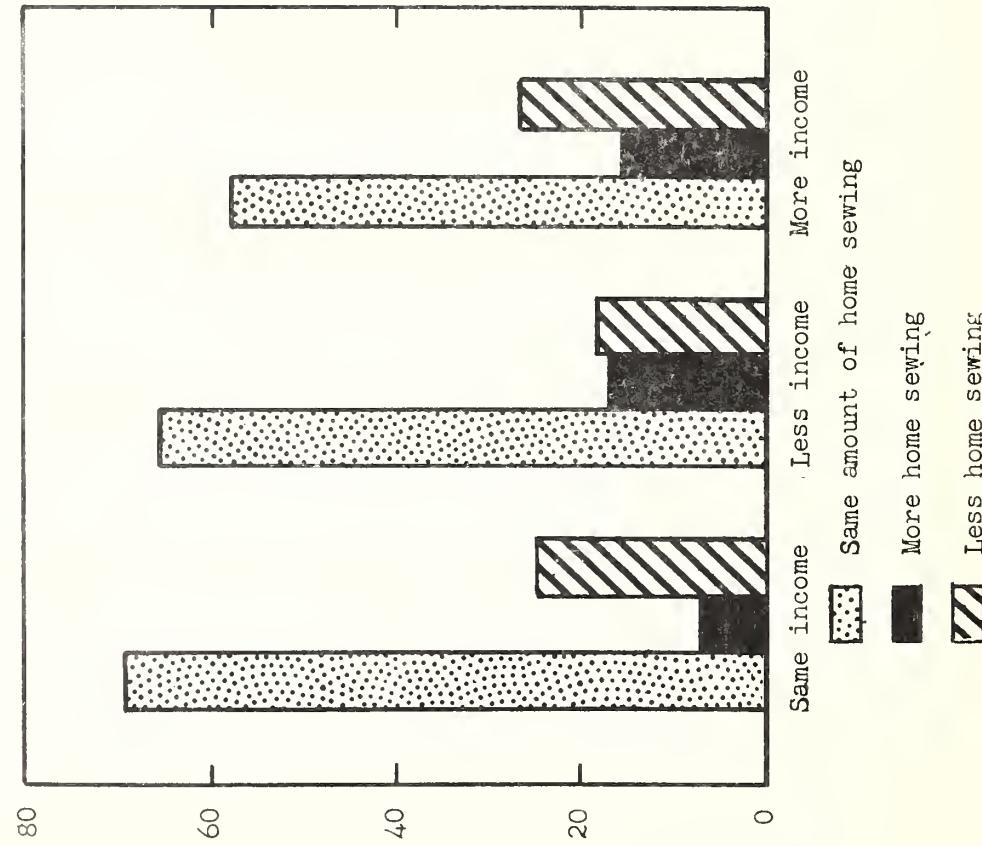
Source: War Production Board, Civilian Surveys Division  
 Bulletin, Series T, No. 18.

## EFFECT OF CHANGE IN INCOME FROM 1943 TO 1944

## ON HOME SEWING AMONG TENNESSEE FARM FAMILIES

Percentage  
of families

80



Out of 394 Tennessee farm families 83 percent reported doing some home sewing in 1944. Between 1943 and 1944 changes occurred in the amount of home sewing. Of the families receiving the same income both years, about 25 percent reported less home sewing and 7 percent, more. Of those with less income in 1944 than in 1943, 18 percent reported less home sewing and 17 percent, more. Twenty-seven percent of the families having an increase in income reported less sewing while 16 percent reported more. Obviously, factors other than change in income must have been important in determining changes in amount of home sewing.

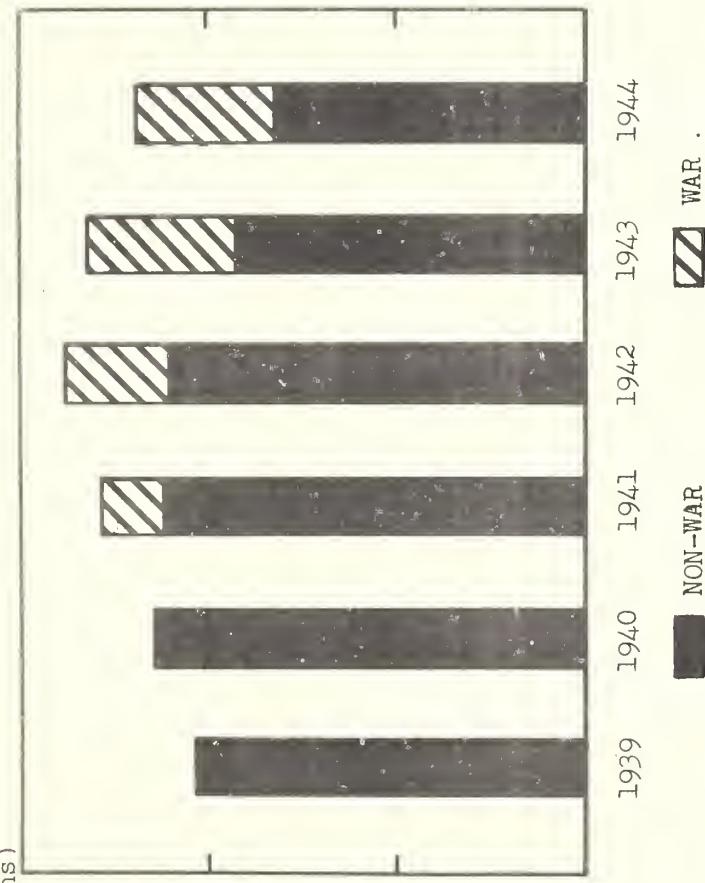
Families reported on why they changed the amount of their home sewing. About 60 percent of those sewing less in 1944 than in 1943 reported that "material was not available." Of the families reporting more home sewing, "more clothes needed" was given as the reason by 44 percent; only 7 percent reported that they sewed more because "ready-made clothing was poorer."

Changes in amount of home sewing done by families in Tennessee in 1944 as compared to 1943, classified by income changes

	Income in 1944 as compared to 1943	Percent home sewing		
		Same amount	More	Less
Same.....	.....	69	7	25
Less.....	.....	65	17	18
More.....	.....	58	16	27

Source: Unpublished data from Study of Adjustments of Rural Families to Economic Change.

LINEAR YARDS  
(Billions)  
PRODUCTION OF COTTON BROAD-WOVEN FABRICS  
1939-1944



Production of cotton broad-woven fabrics 1/.

1939-1944

(Billions of linear yards)

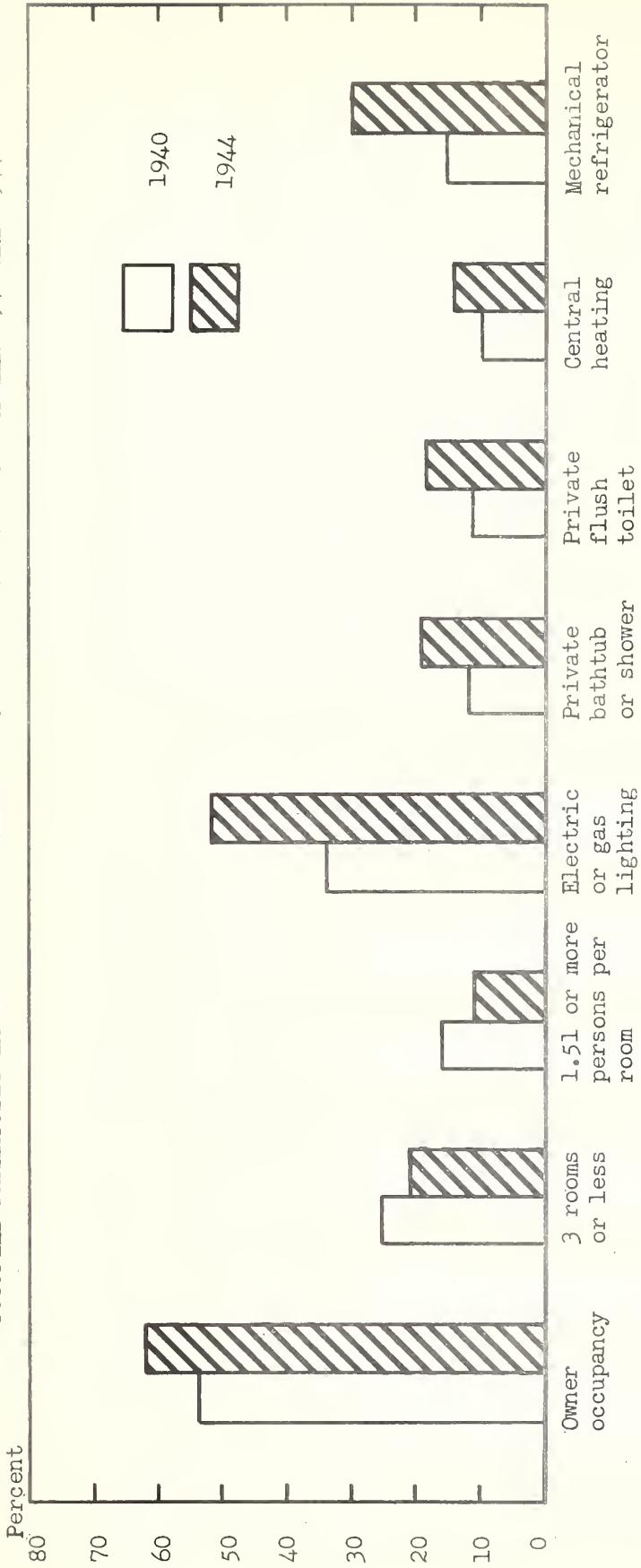
	1939	1940	1941	1942	1943	1944
War.....	-	-	-	1.3	2.4	3.2
Non-war....	8.3	8.3	9.2	9.0	8.8	7.4
Total.....	8.3	8.3	9.2	10.3	11.2	10.6

1/ Excludes tire fabrics.

SOURCE: U. S. Bureau of Foreign and Domestic Commerce. Compiled from reports of the Bureau of Census and the War Production Board.

E 1

## OCCUPIED FARMHOUSES IMPROVED WITH RESPECT TO SPACE AND FACILITIES BETWEEN 1940 AND 1944



General improvement in space and facilities in occupied farmhouses occurred between 1940 and 1944. Owner occupancy increased and the proportion of families living under crowded conditions decreased. Some new building and installations occurred in spite of wartime shortages and restrictions. In addition, migration from farm to city occurred which vacated nine percent of the farm dwellings, most of which were the smaller, less well equipped ones.

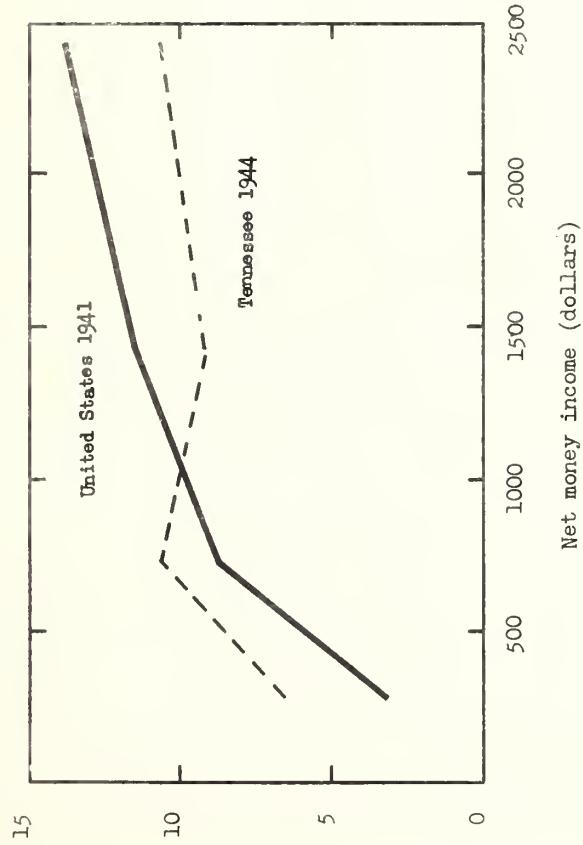
	1940 Percent	1944 Percent
Owner occupancy.....	53.2	62.0
3 rooms or less.....	25.4	20.6
1.51 or more persons per room.....	16.1	11.1
Electric or gas lighting.....	33.7	52.1
Private bathtub or shower.....	12.2	19.3
Private flush toilet.....	11.5	18.2
Central heating.....	10.1	13.6
Mechanical refrigerator.....	14.9	30.2

Source: Bureau of Census, Housing, Special reports, Series H-45, No. 2 (July 21, 1945).

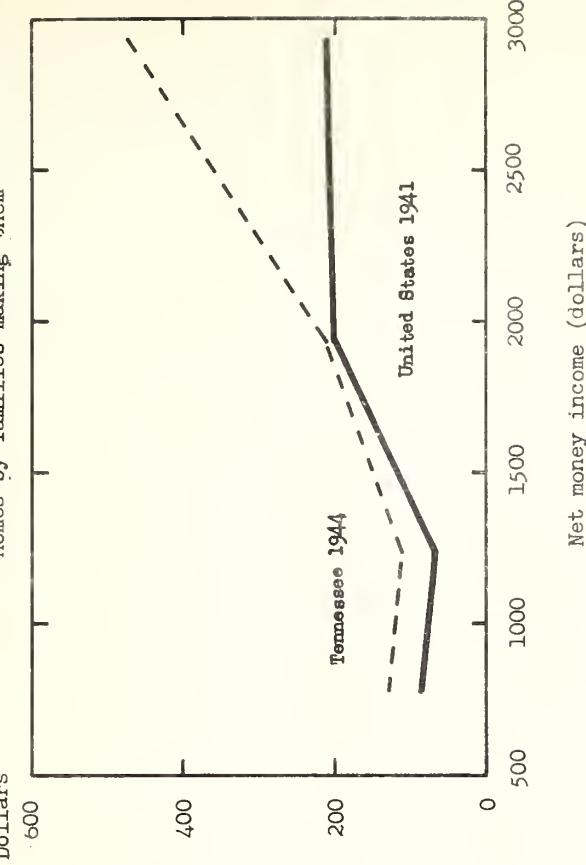
E 2

## FARM FAMILIES MAKE IMPROVEMENTS ON OWNER-OCCUPIED HOMES, 1941 AND 1944

A. Percentage of families making improvements



B. Average expenditures for improvements on owner-occupied homes by families making them



Improvements on owner-occupied homes by farm operator families in the United States, 1941, and by white families living on rural farms in Tennessee, 1944, by income class

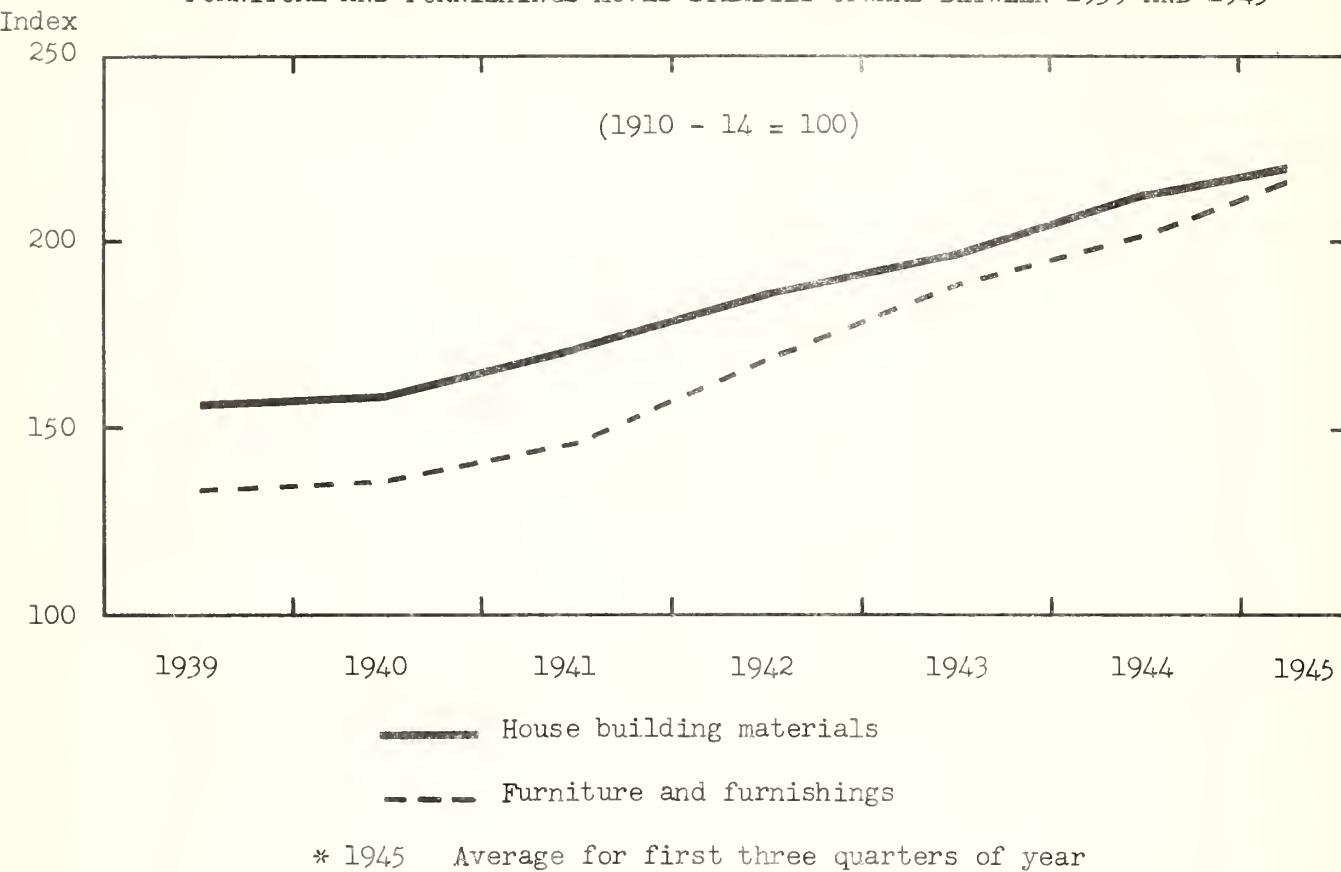
Net money income class (Dollars)	Average net money income of families (Dollars)	Families making improvements (Percent)	Average expenditure by families making improvements (Dollars)
0-499.....	271	3.1	87
500-999.....	737	8.9	72
1,000-1,999	1,427	11.5	204
2,000-2,999	2,439	13.8	212

Source: Unpublished data from Rural Family Spending

and Saving in Wartime (United States, 1941); and Adjustment of Rural Family to Economic Change (Tennessee, 1944).

1/ Data for Tennessee families not available; for charting purposes the averages were assumed to be the same as for United States families in 1941.

PRICES PAID BY FARMERS FOR HOUSE BUILDING MATERIALS AND  
FURNITURE AND FURNISHINGS MOVED STEADILY UPWARD BETWEEN 1939 AND 1945



The average prices being paid by farmers for both building materials and for furniture and furnishings are considerably greater now than before the war. The index of prices paid by farmers for house building materials is 220 in 1945 (first three quarters only), as compared with 156 in 1939. For furniture and furnishings the comparable figures are 217 and 134.

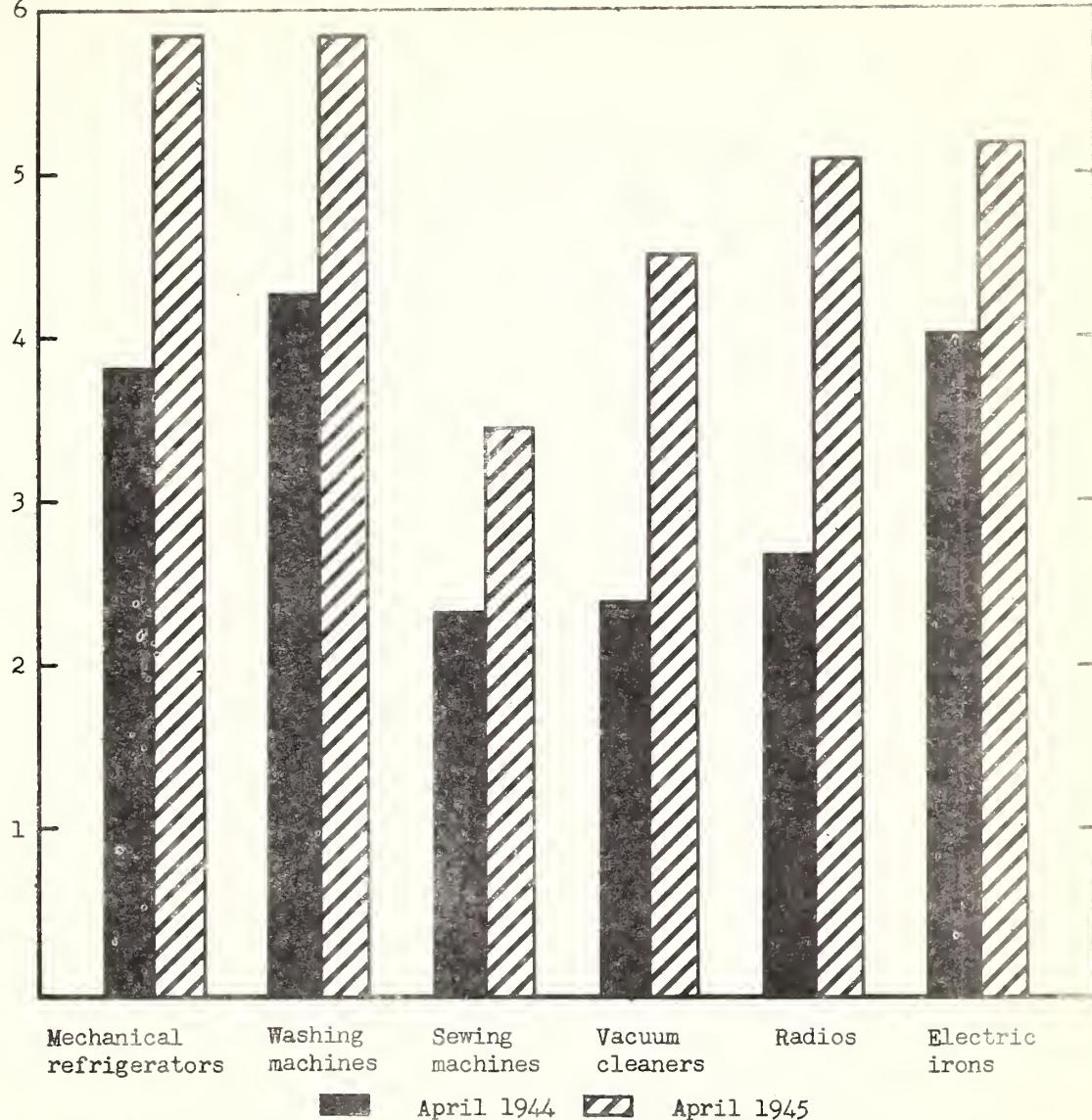
Prices paid by farmers for house building materials and for furniture and furnishings, 1939 and 1945  
Index numbers (1910 - 14 = 100)

	House building materials	Furniture and furnishings
1939.....	156	134
1940.....	159	136
1941.....	172	146
1942.....	186	168
1943.....	197	188
1944.....	213	202
1945.....	220	217

Source: Bureau of Agricultural Economics, U. S. Dept. of Agriculture.

No. of families who  
would have bought  
(millions) 6

MORE FAMILIES WOULD HAVE BOUGHT HOUSEHOLD APPLIANCES IN APRIL 1945  
THAN IN APRIL 1944, IF THEY HAD BEEN AVAILABLE



Consumer demand for household appliances out of production since the beginning of the war was greater in April 1945 than in April 1944. In this twelve months period the number of families reporting that they would buy mechanical refrigerators immediately if they were available increased by 53 percent. For other pieces of equipment the increases are as follows: Washing machines, 37 percent; sewing machines, 49 percent; vacuum cleaners, 88 percent; radios, 90 percent; and electric irons, 29 percent. These increases reflect to a large extent the wearing out of old appliances. The demand reported in April 1945 was greater than it had been in any year before the war.

Number of families who would have bought specified household appliances in April 1944 and in April 1945, if they had been available

Household appliance	April 1944	April 1945
	(In thousands)	
Mech. refrigerator.....	3,827	5,852
Washing machine.....	4,262	5,835
Sewing machine.....	2,323	3,451
Vacuum cleaner.....	2,390	4,501
Radio.....	2,682	5,085
Electric irons.....	4,019	5,195

Source: WPB, Civilian Surveys Bul., Series D, No. 4 (May 22, 1945).

